From: AREIMAN --VCH0021A Date and time 27.10.92 06:53:33
To: GDISEREN--VCH0021A Georges Diserens NHALIM --VCH0021A K. Ian Ferguson

From: Andre Reiman
Subject: Switzerland Marketing

I happened to be in a tobacconist in Vevey yesterday, who had the full "Marlboro PIN's" collection. Given that PIN's, as I believe they are called, seem primarily to be collected by children, is it your view that they are consistent with the PMI Marketing Code?

As a related matter, do you think it might be useful at some point to have a meeting with the Swiss marketing group to discuss the Marketing Code and the new philosophy on diversifications?

Please let me know.

Andy

cc: MREARDON--VCH0021A Michael Reardon BBITAS --VCH0021A Basil Bitas

Switzerland Marketing

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Source: https://www.industrydocuments.ucsf.edu/docs/mskx0000